## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/04 thru 01/10. (prices in dollars per carton)

Fri. Jan 04, 2013

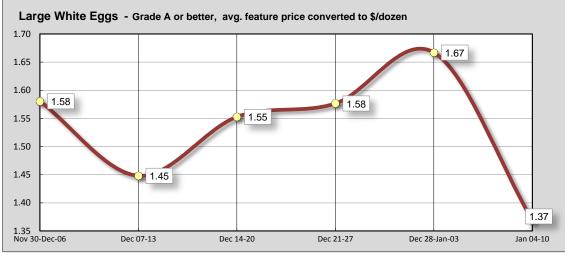
	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	(	PREVIOUS YEAR				
Feature Rate		30.9% of 22,500 stores				21	.1% of 22	2,500 sto	res	21.3% of 22,500 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LAF	RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			220	1.29			200	1.52			180	1.14	
G	White 18 pack	30	2.50	220	2.02			90	2.27			600	2.72	
Ü	Brown 12 pack													
ī	USDA GRADE A													
Ā	White 12 pack	120	2.10	1,030	1.38	20	1.44	240	1.48	110	1.92	420	1.46	
R	White 18 pack	40	2.50	490	2.08			690	2.69	30	2.50	20	2.50	
•••	Brown 12 pack							70	1.99			60	2.50	
	USDA ORGANIC													
_	White 12 pack													
S P	Brown 12 pack	20	4.99	470	4.06			120	4.65	170	4.29	280	3.94	
E	OMEGA-3													
C	White 12 pack	350	2.60	1,820	2.53	10	1.88	1,510	2.76	60	3.06	1,700	2.62	
ï	Brown 12 pack			140	2.99							60	2.11	
A	CAGE-FREE													
Ĺ	White 12 pack			2,120	2.53			1,600	2.48			1,960	2.19	
T	Brown 12 pack			2,290	2.55			1,800	2.51	50	2.49	2,500	2.52	
Y	VEGETARIAN FED													
	White 12 pack			20	1.99			20	2.69					
	Brown 12 pack	580	2.50	760	2.54			200	2.77			330	3.19	

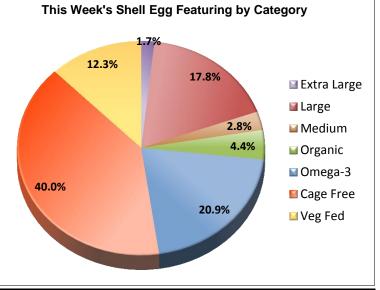
<b>Activity Summary</b>	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	2,150	1,310	1,420	Large Eggs on		
Specialty	8,570	5,260	7,110	Dec-31-2012		
Total (includes MD)	11,030	6,710	8,750	488.0		
Special Rate 4/:	0.4%	1.9%	0.9%	up 3.6%		

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is showing signs of improvement as more stores actively offer AA and A 12 pack eggs in ads this week. Shoppers will be happy to find the average price of Large white eggs offered drops significantly lower than levels seen in previous months. The presence of 'no price' incentives however continues to disappear from sight. Featuring of specialty shell eggs soars higher again this week as all types increase in visibility. Ads featuring cage free types, in particular, are nearly double. Promotions for liquid shell eggs increase and enjoy an abundance of ad space featuring both carton and cup sized products.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		/07		EAST U.S.	~ · · · · · ·			AST U.S.	0			EST U.S.			
Fe	eature Rate 1/	,	41.1% of 4,400	E,NH,NJ,NY,PA,F sampled outlet 90 (includes Me	s		(AL,FL,GA,MS,N 17.6% of 6,000 s tity Index = 1,66	sampled outlets	; ;	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  39.8% of 4,000 sampled outlets  Activity Index = 2,250 (includes Medium)					
	-		ALARGE	•	RGE		LARGE	•	RGE					RGE	
CLASS		Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
USDA	White 12 pack White 18 pack Brown 12 pack			1.79	10 1.79				-		-	1.50	10	1.50	
AA	MEDIUM		White 12 pack				White 12 pack				White 12 pack				
USDA		1.69 - 2.19			240 1.84			1.00 - 1.25	70 1.11			0.98 - 1.39 1.98	380 160	1.20 1.98	
Α	MEDIUM		White 12 pack White 30 pack		30 1.25		White 12 pack White 30 pack	1.18 - 1.33	40 1.24		White 12 pack White 30 pack	0.99	60	0.99	
s	DA ORGANIC White 12 pack Brown 12 pack	4.99	20 4.99	3.49 - 4.99	250 4.02							4.29	180	4.29	
P OM C	EGA-3 White 12 pack Brown 12 pack	2.99 - 3.29	150 3.02	2.40 - 3.00 2.50 - 4.29	1,050 2.54 60 3.81	2.00	80 2.00	2.29 - 2.69	390 2.54	2.00 - 2.99	20 2.42	1.99 - 2.40	140	2.35	
L T	GE-FREE White 12 pack Brown 12 pack			4.69	20 4.69			1.99 - 2.50 1.99 - 2.50	470 2.42 470 2.42			2.49 - 2.50 2.49 - 2.50	630 630	2.50 2.50	
YVEG	ETARIAN FED White 12 pack Brown 12 pack	2.50	510 2.50	2.50 - 3.29	640 2.57	2.50	70 2.50	2.50	70 2.50			1.99 1.99	20 20	1.99 1.99	
	•		SOUTH C	ENTRAL U.S			SOUTHV	VEST U.S.			NORTH	WEST U.S.			
		(A	AR,AZ,CO,KS,L	A,MO,NM,OK,TX	,UT)		(CA,F	H, NV)			(AK,ID,MT	,OR,WA,WY)			
	eature Rate 1/		40.5% of 4,000	sampled outlet	s		18.9% of 2,900	sampled outlets	<b>.</b>	26.3% of 1,200 sampled outlets					
Ac	tivity Index 2/		vity Index = 2,4	90 (includes Me	dium)	Acti	ivity Index = 870	(includes Med	ium)	Activity Index = 670 (includes Medium)					
USDA GRADE AA	White 18 nack			1.88 - 2.29	180 1.99	2.50	30 2.50	2.49	10 2.49			1.18 - 1.29 1.98 - 2.29	200 30	1.25 2.05	
	MEDIUM		White 12 pack				White 12 pack				White 12 pack				
USDA	White 12 pack White 18 pack Brown 12 pack			0.99 - 1.59 1.77 - 2.50	230 1.32 330 2.13	1.56 2.50	10 1.56 40 2.50	1.00 - 1.56	90 1.34			1.20	20	1.20	
Α	MEDIUM		White 12 pack White 30 pack		20 1.00 120 2.99		White 12 pack White 30 pack	1.20 - 1.49	40 1.45		White 12 pack White 30 pack				
USI	DA ORGANIC		•				•				,				
S	White 12 pack Brown 12 pack			3.29	30 3.29			3.50	10 3.50						
E C	EGA-3 White 12 pack Brown 12 pack	2.50	100 2.50	2.00 - 3.00 2.29 - 2.38	180 2.42 80 2.37			3.00	60 3.00						
CAC	GE-FREE			2.20 - 2.00	00 2.01										
L	White 12 pack Brown 12 pack			1.99 - 2.50 1.99 - 2.50	520 2.45 670 2.46			2.50 - 3.00 2.50 - 3.00	290 2.93 290 2.93			2.49 - 2.50 2.49 - 2.50	210 210	2.49 2.49	
	ETARIAN FED White 12 pack Brown 12 pack			2.29 - 2.50	30 2.38										
Source	: USDA Agricultur	ral Marketing	Service Poultr	v Market News a	nd Analysis - (	202) 720-6911	website: http	·//www ame iie	da gov/nymark	retnews htm				2 of 3	

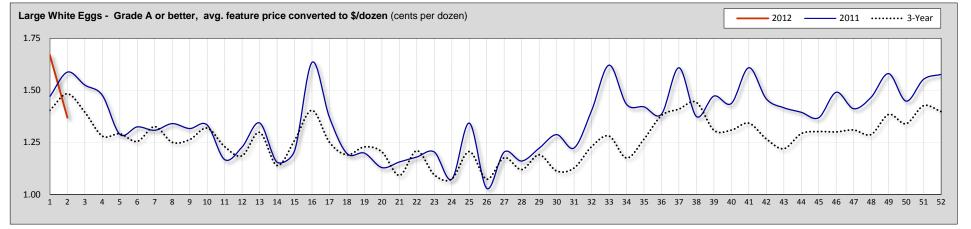
## USDA

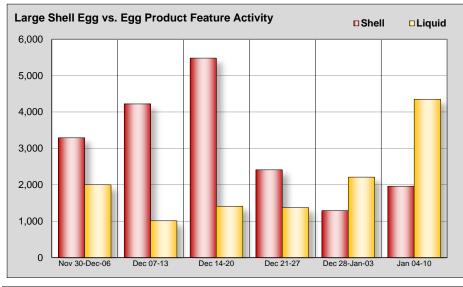
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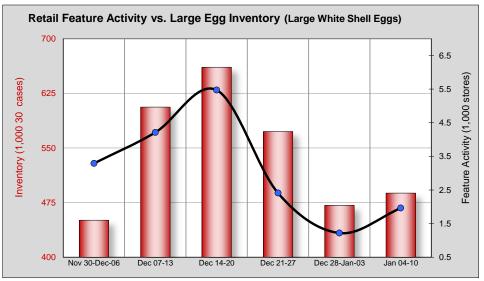
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/04 thru 01/10.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
PRODUCTS	WEEK	WEEK YEAR														
1/ Feature Rate	e 15.9% 8.8%		13.9%	13.9% 37.0% of 4,400 sample		10.1% of 6,000 sampled		16.3% of 4,000 sampled		5.8% of 4,000 sampled		8.4% of 2,900 sampled		17.1% of 1,200 sampled		
2/ Activity Index	y Index 4,350 2,		2,210 4,050		Activity Index = 1,920		Activity Index = 720		Activity Index = 880		Activity Index = 380		Activity Index = 240		Activity Index = 210	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 37	
14-16 oz. crtn	3,030 2.52	1,560 2.51	3,530 2.32	2.49 - 2.99	1,050 2.62	2.00 - 2.99	500 2.33	1.99 - 2.69	650 2.34	2.29 - 2.69	380 2.50	2.99	240 2.99	2.50 - 2.99	210 2.51	
32 oz. crtn	850 4.34	650 4.93	510 4.05	3.99 - 5.99	630 4.23	3.99 - 4.99	190 4.64	3.98 - 4.99	30 4.76							
3 - 4 oz. cup	470 2.30		10 1.99	2.50	240 2.50	2.69	30 2.69	2.00	200 2.00							
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.